



USDA Foreign Agricultural Service

# GAIN Report

Global Agriculture Information Network

Template Version 2.07

Required Report - public distribution

**Date:** 7/14/2003

**GAIN Report Number:** CA3041

## Canada

### Promotion Opportunities

### Food and Beverage Shows

### 2003

**Approved by:**

Gary Groves  
U.S. Embassy

**Prepared by:**

Michelle Mullins

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**Report Highlights:**

This Food and Beverages report (including Health Food Shows) is a Promotional Opportunities report highlighting specific sectors.

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Includes PSD Changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Ottawa [CA1]  
[CA]

A single asterisk marks shows with USA Pavilions and FAS Washington endorsement, while those shows that FAS Ottawa endorse are marked with a double asterisk. For further information on participation in these shows please contact the FAS office at the U.S. Embassy in Canada at [agottawa@usda.gov](mailto:agottawa@usda.gov).

## Food and Beverage Shows

### ApEx 2004

April 18-20, 2004

Exhibition Park, Halifax, Nova Scotia

Type of Show: Trade  
 Established: 1953  
 Objectives: To enhance the quality of food services and hospitality industry.  
 Products Displayed: Food products, technological services, and equipment that interacts with any aspect of food services and hospitality industry.  
 Attractions: Educational seminars along with culinary competitions.  
 Attendance: 4,000  
 Exhibitors: 350  
 Net Space: 35,000 sq. ft.  
 Rates: Min booth 10' x 10' \$1150  
 Show Manager: Ellen Scalan, Phone: (877) 755-1938 ext. 102, Email: [escanlan@crfa.ca](mailto:escanlan@crfa.ca)  
 Show Producer: Canadian Restaurant & Foodservices Association, 316 Bloor Street W., Toronto, ON M5S 1W5 Phone: (416) 923-8416, (800) 387-5649 Fax: (416) 923-6164  
[www.apextradeshows.com](http://www.apextradeshows.com)

Official Service Contractor(s): Freeman Decorating Company

### ARFEX Alberta Restaurant and Foodservices Exposition

*"Turning Up The Heat"*

March 31 & April 1, 2004

RoundUp Centre, Stampede Park

Calgary, Alberta

Type of Show: Trade  
 Established: 1980  
 Objectives: A show to display and market products to the hospitality and food service industry in western Canada.  
 Products Displayed: Food and beverage products, equipment, machines and supplies.  
 Attractions: Hospitality stage features, cooking demonstrations and fashion show. Topical seminars.  
 Attendance: 5,000  
 Exhibitors: 275  
 Net Space: 100,000 sq.ft.  
 Rates: Min booth 6' x 10' \$700; 10' x 10' \$950; 10' x 10' corner booth \$1000  
 Show Manager: Laurina Milne  
 Show Producer: Alberta Restaurant and Foodservices Association

10085-166 St., Edmonton, AB T5J 1V9

Tel: (780) 444-9496 Toll Free: 1-800-461-9762 Fax: (780) 481-8727

<http://www.arfa.net> Email: [arfex@arfa.net](mailto:arfex@arfa.net)

Official Service Contractor(s): Stampede Display

### BC International Foodservice Expo 2004

March 1-2, 2004

BC Place Stadium, Vancouver, British Columbia

Type of Show: Trade  
Established: 1967  
Objectives: To showcase products, equipment and services specifically for the hospitality industry.  
Products Displayed: Food lines, equipment and support services to restaurant industry.  
Attractions: Junior chefs' competition, demo cooking stage, career expo.  
Attendance: 14,200  
Exhibitors: 450  
Net Space: 60,000 sq.ft.  
Rates: Min. booth 10' x 10'  
Show Manager: Donna Hunter, Email: [dhunter@bcrfa.com](mailto:dhunter@bcrfa.com)  
Show Producer: BC Restaurant & Foodservice Association, 140-475 W. Georgia St., Vancouver, BC V6B 4M9 Phone: (604) 669-2239, (800) 663-4483 Fax: (604) 609-6175  
<http://www.bcrfa.com>  
Official Service Contractor(s): Levy Show Services  
Official Sponsor(s): BCFRA

### Bakery Showcase 2004

May 16-18, 2004

Toronto Congress Centre, Toronto, ON

Type of Show: Trade  
Established: 1964  
Objectives: A trade and convention event that provides an educational, business and networking forum for companies or individuals who produce finished baked products for sale or resale in Canada  
Products Displayed: All ingredients, finished products, equipment, services and technology sold to and through stores carrying baked products.  
Attractions: Seminars  
Attendance: 4500  
Exhibitors: 200  
Net Space: 30,000 sq.ft.  
Rates: Min. booth 10' x 10' \$995 (members); \$1395 (non-members)  
Show Manager: Rosemary Dexter  
Show Producer: Baking Association of Canada, 7895 Tranmere Drive, Suite 202 Mississauga, ON L5S 1V9 Tel: (905) 405-0288  
Fax: (905) 405-0993 Email: [info@baking.ca](mailto:info@baking.ca) [www.baking.ca](http://www.baking.ca)  
Official Service Contractor(s): Stronco Show Services  
Official Sponsor(s): Baking Association of Canada

**Bridge Brand Food Show**

March 2004  
Edmonton, AB

Type of Show: Trade  
Established: 1989  
Objectives: To provide an opportunity for those in the industry to view various food products and services.  
Attendance: 2,000  
Exhibitors: 100  
Net Space: 50,000 sq.ft.  
Rates: Min booth 10' x 10'  
Show Manager: Don McKinlay, Phone: (403) 235-8552  
Show Producer: Bridge Brand Food Services, 1802 Centre Ave. N.E., Calgary, AB T2E 0A6  
Phone: (800) 332-1118 Fax: (403) 273-6071 [www.bridgebrand.ca](http://www.bridgebrand.ca)  
Official Service Contractor(s): Pro Show Services

**Canadian Automatic Merchandising Association Expo 2004**

March 17-19, 2004  
Metro Toronto Convention Centre, Toronto, ON

Type of Show: Trade  
Established: 1953  
Objectives: A trade show catering to those involved in the vending industry: suppliers and operators.  
Products Displayed: Vending, office coffee service, machine equipment and product supplies.  
Attractions: Special events, sporting events, presidents dinner, entertainment and theatre.  
Attendance: 1000  
Exhibitors: 80  
Net Space: 28,000 sq. ft.  
Rates: Min. booth 10' x 10'  
Show Manager: Melissa Roche  
Show Producer: Canadian Automatic Merchandising Association,  
2121 Argentina Road, Ste. 404, Mississauga, ON L5N 2X4  
Phone: (905) 826-7695 Fax: (905) 826-4873  
[www.vending-cama.com](http://www.vending-cama.com) Email: [info@vending-cama.com](mailto:info@vending-cama.com)

**Canadian Coffee and Tea Expo 2004**

June 10-11, 2004  
Vancouver Convention Centre, Vancouver, British Columbia

Type of Show: Trade  
Established: 1998  
Objectives: A show to present new products, trends and equipment to those in the coffee and tea in industry in Canada.  
Attractions: Cooking demonstrations, seminars and workshops.  
Attendance: 1500

Exhibitors: 200  
 Rates: Min. Booth 10' x 10', \$1300  
 Show Manager: Vida Radovamovi, Phone: (416) 784-5210  
 Show Producer: Coffee & Beverage Magazine, Canadian Coffee & Tea Expo  
 161 Frederick Street, Toronto, ON M5A 4P3  
 Tel: (416) 596-1480, ext. 229 Fax: (416) 784-5243  
[www.coffee-expo.com](http://www.coffee-expo.com) Email: [info@coffee-expo.com](mailto:info@coffee-expo.com)

### Canadian Food and Beverage Show (\*USA Pavilion)

February 15-17, 2004  
 International Centre, Mississauga, ON  
 \*CAEM Member

Type of Show: Trade  
 Established: 1987  
 Objectives: To promote food and beverage products to the food service industry.  
 Products Displayed: Variety of food and beverage products for the hospitality industry.  
 Attendance: 11,000  
 Exhibitors: 650  
 Net Space: 68,000 sq.ft.  
 Rates: Min. booth 10' x 10' \$2100, for booth info Email: [rsteingold@crfa.ca](mailto:rsteingold@crfa.ca)  
 Show Manager: Paula Lunney, Email: [plunney@crfa.ca](mailto:plunney@crfa.ca)  
 Show Producer: Canadian Restaurant & Foodservices Association, 316 Bloor Street W., Toronto,  
 ON M5S 1W5 Phone: (416) 923-8416, (800) 387-5649 Fax: (416) 923-6164  
[www.crfa.ca](http://www.crfa.ca)

Official Service Contractor(s): Freeman Decorating Company

### Canadian Produce Marketing Association Trade Show and Convention

*"Forging the Future"*

February 4-7, 2004  
 Telus Convention Center, Calgary, Alberta

Type of Show: Trade  
 Established: 1925  
 Objectives: Exhibitors and delegates will have the opportunity to network and build new relationships with leaders in the Canadian fruit and vegetable market.  
 Products Displayed: Fresh Produce  
 Attractions: Convention  
 Attendance: 3,500  
 Exhibitors: 250  
 Net Space: 47,047 sq.ft.  
 Rates: Minimum booth 10' x 10', \$1700 (member) \$2250 (non-member)  
 Show Manager: Samy Pelerin, Phone: (613) 226-4187 ext. 232 Email: [spelerin@cpma.ca](mailto:spelerin@cpma.ca)  
 Show Producer: Canadian Produce Marketing Association, 9 Corvus Court,  
 Ottawa, ON, K2E 7Z4 Phone: (613) 226-4187  
 Fax: (613) 226-2984 Email: [question@cpma.ca](mailto:question@cpma.ca) [www.cpma.ca](http://www.cpma.ca)

Official Service Contractor(s): Freeman Decoration Company

**Capital Hospitality Show**

March 4, 2004

Lansdowne Park, Ottawa, ON

Type of Show: Trade  
Established: 1996  
Objectives: A trade show for industry professionals from the restaurant and hospitality industry to gather to buy new products, taste test food and beverage products, source suppliers, and discover new trends.  
Products Displayed: Food service equipment, products, services, food and beverage products.  
Attractions: New products, workshops and networking.  
Exhibitors: 68  
Rates: Min booth 10' x 10' \$1025  
Show Manager: Kevin D'Entremont  
Show Producer: Expo Corp Inc, 1686 Woodward Dr., Ottawa, ON K2C 0R4  
Phone: (613) 786-2619 ext. 222 Fax: (613) 230-1554  
[www.expocorpinc.com](http://www.expocorpinc.com)  
Official Sponsor(s): LCBO

**Centrex Hospitality Show**

October 26-27, 2003

Winnipeg Convention Centre, Winnipeg, MB

Type of Show: Trade  
Established: 1963  
Objectives: To provide those in the hospitality industry with opportunities to view new products and suppliers.  
Products Displayed: Food, beverage and bar supplies, equipment, entertainment and new technology.  
Attendance: 4,000-5,000  
Exhibitors: 125  
Net Space: 25,000 sq.ft.  
Rates: Min. booth 10' x 10'  
Show Manager: Jerry Weir  
Show Producer: Manitoba Hotel Association, 155 Carlton St., Winnipeg, MB R3C 3H8 Phone: (204) 942-0671 [www.centrex.ca](http://www.centrex.ca)

**Chocolate Fest 2003**

August 2-9, 2003

Town of St. Stephen, St. Stephen, New Brunswick

Type of Show: Trade and Consumer  
Established: 1985  
Objectives: A non-profit organization which promotes local community festival highlighting chocolates and candy from the Ganong Bros. Limited candy factory.  
Products Displayed: Chocolates and candy from the Ganong Bros. Limited, chocolate products from sponsors and New Brunswick crafts.  
Attractions: Children's entertainment and local talent will perform throughout the festival.  
Tours of Ganong Bros. Limited.

Attendance: 6000  
Exhibitors: 40  
Show Manager: Greg Sash  
Show Producer: Chocolate Fest Inc., P.O. Box 5002, 1 Chocolate Drive., St. Stephen, NB E3L 2X5 Phone: (506) 465-5600 Fax: (506) 465-5641 Email: [chocolatefest@ganong.com](mailto:chocolatefest@ganong.com) [www.ganong.com](http://www.ganong.com)  
Official Sponsor(s): Gagnon Bros. Limited

**Exposition Provinciale Colabor**

September 2003

Hotel Des Seigneurs, St-Hyacinthe, QC

Type of Show: Trade  
Established: 1988  
Objectives: To provide retail and food service selling show to trade members.  
Attendance: 8,000  
Exhibitors: 350  
Net Space: 80,000 sq.ft.  
Rates: Min. booth 10' x 10'  
Show Manager: Gilles C. Lachauce  
Show Producer: Production Colabor Canada Ltee. 1620 boul. De Montarville, Longueuil, QC J4B 8P4 Phone: (450) 449-4911  
Official Service Contractor(s): Décor Experts Expo Inc.

**Food and Beverages Conference (FAB)**

January 26, 2004

Vancouver, British Columbia

Established: 1996  
Objectives: To provide an educational conference specifically geared to the food and beverage industry.  
Attendance: 300  
Exhibitors: 400  
Net Space: 40,000 sq.ft.  
Rates: Min. booth 10' x 10'  
Coordinator: Kathy Rutherford, Phone: (604) 669-2239  
Show Producer: BC Restaurant & Foodservices Association, 475 West Georgia St, Ste. 140, Vancouver, BC V6B 4M9, Phone: (604) 669-2239, (800) 663-4482 Fax: (604) 669-6175 [www.fabconference.com](http://www.fabconference.com)

**Grocery Innovations Canada 2003 (\*\*USA Pavilion)**

October 26-28, 2003

Metro Toronto Convention Centre, Toronto, ON

Type of Show: Trade  
Established: 1962

Objectives: A convention and trade show for Canada's retail/wholesale grocery industry both domestic and international.

Products Displayed: Manufactures and distributors of fresh, frozen and convenience foods, beverages, imported specialty foods, health foods, store equipment and industry service organizations.

Attractions: Convention, interactive seminars, and banquets.

Attendance: 9000

Exhibitors: 350

Net Space: 71,200 sq.ft.

Rates: Minimum 10' x 10' booth

Show Manager: Suzanne Clarke, Phone: (416) 492-2311 ext. 223

Show Producer: The Canadian Federation of Independent Grocers,  
2235 Sheppard Avenue East, Suite 902, Willowdale, ON M2J 5B5  
Phone: (416) 492-2311 Fax (416) 492-2347  
Email: [carac@cfig.ca](mailto:carac@cfig.ca) <http://www.groceryinnovations.com>

Official Service Contractor(s): Stronco Show Services

Official Sponsor(s): The Canadian Federation of Independent Grocers, Agriculture and AgriFood Canada, Food and Consumer Products Manufacturers of Canada (FCTMC), ASMC-International

**Grocery Showcase West 2004****(\*\*USA Pavilion)**

April 25-26, 2004

Roundup Centre, Calgary, AB

Type of Show: Trade

Established: 1989

Objectives: To provide a trade show and conference for western Canada's retail/wholesale grocery industry.

Products Displayed: Manufacturers and distributors of fresh, frozen and convenience foods, beverages, imported specialty foods, health foods, store equipment and industry service organizations.

Attractions: Conference, seminars and social events

Attendance: 4,000

Exhibitors: 300

Net Space: 100,000 sq.ft.

Rates: Min booth 10'x 10'

Show Manager: Suzanne Clarke, Operations Manager, Phone: (416) 492-2311 ext. 223

Show Producer: The Canadian Federation of Independent Grocers, 2235 Sheppard Ave. East, Ste. 902, Willowdale, ON M2J 5B5 Phone: (416) 492-2311 ext 224. Fax: (416) 492-2347 [www.cfig.ca](http://www.cfig.ca)

Official Service Contractor(s): Stronco Show Services

Official Sponsor(s): Canadian Federation of Independent Grocers

**Hostex**

October 19-21, 2003

International Centre, Toronto, ON

Type of Show: Trade



Objectives: To provide an ideal environment to understand the key trends influencing consumer tastes that will attract more customers and operational efficiencies that reduce costs.

Products Displayed: Agri-food and beverage products, equipment, smallwares, etc for the hospitality industry.

Attractions: Workshops and the Bar and Nightclub Expo

Attendance: 13,000

Exhibitors: 1150

Net Space: 111,000 sq.ft.

Rates: Min. booth 10' x 10', most booths 10' x 12' \$2000

Show Manager: Paula Lunney Email: [plunney@crfa.ca](mailto:plunney@crfa.ca)

Show Producer: Canadian Restaurant & Foodservices Association, 316 Bloor St. West. Toronto, ON M5S 1W5 Phone: (416) 923-8416 (800) 387-5649 Fax: (416) 923-6164  
[www.hostexshow.com](http://www.hostexshow.com)

Official Service Contractor(s): Freeman Decorating Company

### Rendez-Vous

February 8-10, 2004

Place Bonaventure, Hilton Hotel, Montreal, QC

Type of Show: Trade

Established: 1936

Objectives: A international exhibition of equipment, accessories, services and technologies for restaurants, hotels, institutions, food service operators, food retailers and distributors.

Products Displayed: Hotel, restaurant and institutional food service products displayed as well as food retail equipment and services - products related to butcheries, bakeries, packaging, decoration, store design, logistics, signage, vending machines, display units

Attractions: Culinary demonstrations, fashion shows, bartenders contest

Attendance: 10,000

Exhibitors: 400

Rates: Min. booth 10' x 10' \$16 and \$18/sq. ft.

Show Manager: Coezier Gilbert

Show Producer: Hotel Restaurant Suppliers Association, 2435 Guenvett St., St. Laurent, QC H4R 2E9 Phone: (514) 334-5161 [www.afhr.com/angl/](http://www.afhr.com/angl/)

### Sysco Foodservices of Toronto Food Show

March/April 2004

Mississauga, London, and St. Catherine's, ON

Type of Show: Trade

Established: 1990

Objectives: A show to display foods and products for the food service industry.

Attractions: Seminars

Attendance: 1,000

Exhibitors: 115

Rates: Min. booth 10' x 10'

Show Manager: Randi Galloway

Show Producer: Sysco Foodservices of Toronto, 7055 Kennedy Road, Mississauga, ON L5S 1Y7  
Phone: (905) 670-8605 ext. 2306

### **SIAL Montréal (\*USA Pavilion)**

April 13-15, 2005  
Palais des Congres de Montréal, Montréal, QC

Type of Show: Trade  
Established: 2001  
Objectives: To provide the various professional players in the international food sector with the opportunity to meet and foster commercial exchanges  
Products Displayed: International food and beverages  
Attractions: Conference and National pavilions  
Attendance: 15,000  
Exhibitors: 800  
Net Space: 200,000 sq.ft.  
Rates: Min booth 10' x 10'  
Show Producer: SIAL Montreal, 300 Léo-Pariseau St., Ste. 1100, P.O. Box 159, Place du Parc, Montreal, QC H2W 2M9 Phone: (514) 289-9669 (800) 363-3923 Fax: (514) 849-3021 Email: [info@sial-montreal.com](mailto:info@sial-montreal.com) [www.sial.fr](http://www.sial.fr)

### **Summit/Longo Foods & Equipment Show**

September 10, 2003  
London Convention Centre, London, ON

Type of Show: Trade  
Established: 1992  
Objectives: To provide those in the food industry with information on new products, equipment and services.  
Products Displayed: Food related products, equipment and services  
Attendance: 1300  
Exhibitors: 200  
Net Space: 25,000 sq.ft.  
Rates: Min booth 10' x 10' \$  
Show Manager: Claire Baillie and Julie Smyth  
Show Producer: Summit Food Service Distributors, 580 Industrial Road, London, ON N5V 1V1  
Phone: (519) 453-3410 Fax: (519) 453-5148  
Email: [mayweserveyou@summitfoods.com](mailto:mayweserveyou@summitfoods.com)  
Official Service Contractor(s): CE3 Event Solutions

### **Trends Foodservice Expo**

October 7-8, 2003  
Pearkes Arena, Victoria, British Columbia

Type of Show: Trade  
Established: 1979

Objectives: A trade show for food service professionals.  
Products Displayed: Foodservice equipment, food, beverages, and services.  
Attractions: Blind Taste Testing, Pizza tossing contest, Extreme Bartending Display, Local industry tours  
Attendance: 3000  
Rates: Min booth 10' X 10'  
Show Manager: Island Professional Displays, Contact: Carla at (250) 385-3541  
Show Producer: BC Restaurant and Food Services Association, 475 W. Georgia, Ste. 140, Vancouver, BC V6B 4M9 Phone: (250) 386-6368  
[www.bcrfa.com/trends](http://www.bcrfa.com/trends)  
Official Service Contractor(s): Island Professional Displays

## Health Food Shows

### Canadian Health Food Association Expo East Trade Show & Conference

October 16 – 19, 2003

Metro Toronto Convention Centre, Toronto, ON

Type of Show: Trade  
Established: 1977  
Objectives: A buying show for suppliers, manufacturers, distributors, and brokers of natural health products, to display their goods to retailers  
Products Displayed: Natural products, health food products such as vitamins, supplements, herbals, organic foods, health foods and natural beauty products.  
Attractions: Trade show, education sessions, keynote speakers, workshops and social events.  
Attendance: 2,000  
Exhibitors: 350  
Net Space: 130,000 sq. ft.  
Rates: Min booth 8' x 6', \$850  
Show Manager: Mike Russell, Phone: (905) 479-6939 ext 224  
Show Producer: Canadian Health Food Association, 550 Alden Road, Suite 200, Markham, ON L3R 6A8 Tel: (905) 479-6939  
Fax: (905) 479-1516 [www.chfa.ca](http://www.chfa.ca)  
Official Service Contractor(s): Levy Show Service Inc  
Official Sponsor(s): Ehn Inc.

### Canadian Health Food Association Expo West Trade Show & Conference

April 22-25, 2004

Vancouver Convention and Exhibition Center, Vancouver, BC

Type of Show: Trade  
Established: 1963  
Objectives: A buying show for suppliers, manufacturers, distributors, and brokers of natural health products, to display their goods to retailers  
Products Displayed: Natural products, health food products such as vitamins, supplements, herbals, organic foods, health foods and natural beauty products.

Attractions: Trade show, education sessions, keynote speakers, workshops and social events.  
Attendance: 2,000  
Exhibitors: 300  
Net Space: 130,000 sq. ft.  
Rates: Min booth 10' x 10'  
Show Manager: Mike Russell, Phone: (905) 479-6939 ext 224  
Show Producer: Canadian Health Food Association, 550 Alden Road, Suite 200,  
Markham, ON L3R 6A8 Tel: (905) 479-6939  
Fax: (905) 479-1516 [www.chfa.ca](http://www.chfa.ca)  
Official Service Contractor(s): Levy Show Service Inc.

## Food Meetings of Interest

### Food Processors of Canada

General Meeting: April 2004, Kelowna, BC  
Info: Phone: (613) 722-1000 Fax: (613) 722-1404

### Confectionary Manufacturing Association of Canada

General Meeting: June 2004  
Info: CMAC (Confectionery Manufacturers of Canada)  
885 Don Mills Road, Suite 301 Don Mills, ON M3C 1V9  
Tel: (416) 510-8034 Fax: (416) 510-8043  
[www.confectioncanada.com](http://www.confectioncanada.com)

### Food and Consumer Products Manufacturing of Canada

General Meeting: April 28-29, 2004, Inn On The Park Hotel, Toronto, ON  
Info: Phone: (416) 510-8024 Fax: (416) 510-8043

### Canadian Association of Importers and Exporters, Inc.

General Meeting: October 20-22, 2003, Regal Constellation Hotel, Toronto Airport  
Info: Phone: (416) 595-5333 ext. 37, Fax: (416) 595-8226

### Baking Association of Canada

General Meeting: May 16-18, 2004, Toronto Congress Centre, Toronto, ON  
Info: Phone: (905) 405-0288 Fax: (905) 405-0993  
Trade Show: Bakery Showcase 2004